



National Park Service
U.S. Department of the Interior

Jewel Cave
National Monument

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Jewel Cave National Monument News Release

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Jewel Cave Earns 2013 TRIPADVISOR Certificate of Excellence

Custer, SD – Jewel Cave National Monument announced today that for the second consecutive year it has received a TripAdvisor® Certificate of Excellence award. The award honors hospitality and customer service excellence. The acknowledgement is only given to establishments that consistently achieve outstanding traveler reviews through this online service. Less than 10 percent of agencies and attractions listed on TripAdvisor receive this prestigious award.

To qualify for a Certificate of Excellence, agency sites and businesses must maintain an overall rating of four or higher, out of a possible five, as reviewed by travelers on TripAdvisor. The agency must have also been listed on TripAdvisor for at least 12 months. Furthermore, additional criteria include the number of reviews received over a calendar year; Jewel Cave is one of the highest reviewed sites for direct visitor contact within the Black Hills.

“TripAdvisor is delighted to celebrate the success of public land sites across the country, which are consistently offering travelers a great customer experience,” said Alison Copus, Vice President of Marketing for TripAdvisor for Business. “The Certificate of Excellence award provides top performing agency sites around the world the recognition they deserve, based on feedback from those who matter most – their visitors and customers.”

Superintendent Larry Johnson states, “It is with great pleasure that we are honored by TripAdvisor. Our staff takes pride in providing exceptional customer service and engaging visitors with learning experiences related to Jewel Cave. We work hard to create memorable situations for all of our guests, and it truly is a wonderful complement to be recognized for our efforts.”

TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors and over 60 million reviews and opinions. The sites operate in 30 countries around the world. Yet, even at the local level, this online resource tool offers visitors to the Black Hills a wide variety of comments and reviews on many tourism attractions, businesses, scenic byways, lodges, restaurants, and park sites.

More information about Jewel Cave can be found online at www.nps.gov/jeca or by calling the visitor center at 605-673-8300.



One of the most popular reviews of Jewel Cave relates to the Wild Caving Tour experiences. Visitors are immersed in the sense of exploration and discovery of one of America's last frontiers.
NPS Photo

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About the National Park Service. More than 20,000 National Park Service employees care for America's 402 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at www.nps.gov.

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The National Park Service cares for special places saved by the American people so that all may experience our heritage.